



For Immediate Release

Contacts: Didem Karabatur
+90.212.2857575
+90.545.867.6787
Didem.Karabatur@Defne.com.tr

Defne Launches Intelligent Mobile Marketing Platform

Defne's Intelligent Mobile Marketing Platform Addresses Mobile Operator Needs for Subscriber Acquisition and New Service Upsells with Innovative Analytics and Targeting Tools

Barcelona, Spain – February 19, 2016 – Defne (www.defne.com.tr), a leading provider of telecom solutions, today announced the launch of its Intelligent Mobile Marketing Platform that offers mobile operators a subscriber centric, next generation marketing system that collects and analyzes real-time data from all subscriber touch points and accurately matches the most suitable service offer to the right subscriber, at the right time and at the right location. The platform can also be opened up to brand owners for targeted campaigns.

The Intelligent Mobile Marketing Platform is a highly effective next generation marketing solution that reduces time-to-market of new upsell service campaigns. It entices subscribers to try out new services at the right time with actionable, personalized contextual campaigns monetizing new revenue streams for mobile operators.

"Most of the innovative new services and data packages offered by MNOs to generate new revenue streams end up short of their maximum ARPU potential. This is often due to fragmented systems, difficulty integrating data across multiple channels, the lack of personalization and data quality," said Oguz Haliloglu, CEO at Defne. "Defne's Intelligent Mobile Marketing Platform equips mobile operators with the next generation marketing solution that offers the most suitable service/ad campaign to the right subscriber through the right channel based on real time and predictive data analysis."

The Intelligent Mobile Marketing Platform:

- Collects and integrates behavioral and transactional subscriber data from multiple channels
- Segments and classifies collected subscriber data based on suggested or predefined attributes

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- Creates a single customer profile with multiple perspectives (e.g. age, day of billing cycle, location, average monthly spend, prepaid/postpaid, data remaining, location, occupation, etc.)
- Integrates easily with third party systems for both collecting subscriber info and providing real-time on device offers with clear purchase and activation options
- Evaluates and manages all kinds of products/services offers and marketing campaigns towards all subscribers
- Offers predictive analytics to suggest new innovative service packages and campaigns
- Enables real-time reporting of campaign statistics and offer refinement as needed

Defne will be showcasing its Intelligent Mobile Marketing Platform along with its differentiated portfolio of OSS, roaming, filtering, call completion, mobile marketing and messaging products at Mobile World Congress 2016.

Meet Defne Executives at:

- Mobile World Congress 2016, February 22-25, Stand 5G20 in Hall 5, Barcelona, Spain

Defne's online company press kit for MWC 2016 is available at <http://goo.gl/7AMuFY>

About Defne

Defne, established in 1996, is a leading global provider of telecom solutions, software products and services for communications networks. Defne's solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing subscriber experience. Backed up with professional and managed services, Defne offers a differentiated portfolio of innovative call completion, messaging, mobile marketing, roaming, filtering and OSS solutions. Today, more than 25 service providers across 20 countries serving over 500 million subscribers are driving revenue growth and increasing customer loyalty with Defne's solutions and services. Expertise on IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.

Headquartered in Istanbul, Turkey, Defne has offices in Dubai, UAE and New Delhi, India. Defne ranked in the Deloitte Technology Fast 500 EMEA and the Deloitte Technology Fast 50 Turkey programs in multiple years. For more information about Defne and its solutions, please visit www.defne.com.tr.